



Sandra Harmsen
Director of Workforce
Development

Mission Statement
The Department of Workforce Development serves residents and businesses in the County of San Bernardino by developing a skilled workforce that meets the ever-changing demands of the business community.



GOALS

**INCREASE
EMPLOYABILITY OF
COUNTY RESIDENTS
THROUGH SERVICES
PROVIDED**

**INCREASE AWARENESS
OF SERVICES
AVAILABLE**

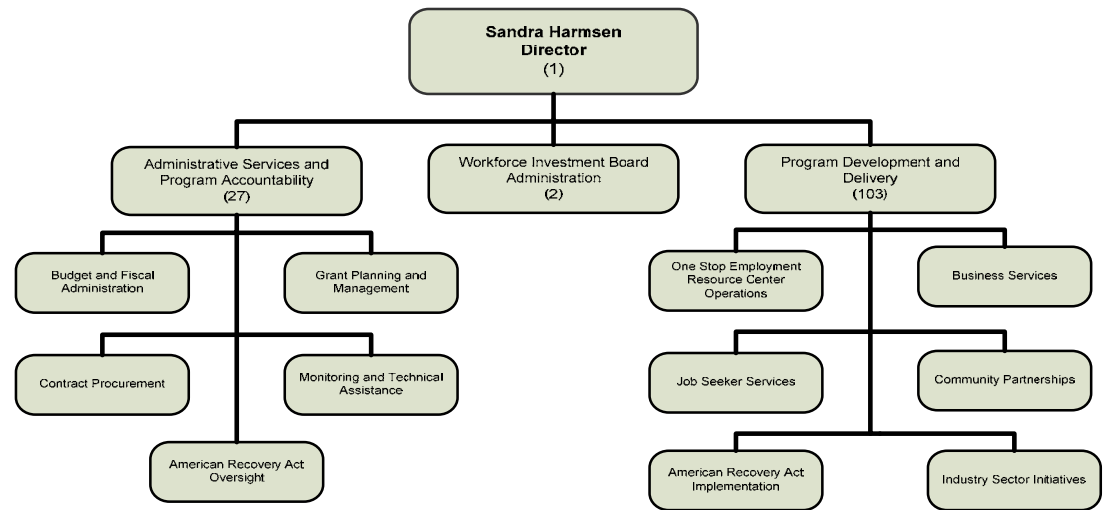
**ENHANCE THE
COMPETITIVENESS OF
SAN BERNARDINO
COUNTY'S WORKFORCE
AND SUPPORT POSITIVE
ECONOMIC GROWTH**



Workshop Session

WORKFORCE DEVELOPMENT

ORGANIZATIONAL CHART



DESCRIPTION OF MAJOR SERVICES

The Department of Workforce Development (WDD) provides services to job seekers, incumbent workers, entrepreneurs and employers through Workforce Investment Act (WIA) funding from the Department of Labor. Services are delivered to job seekers and businesses throughout the county via the department's Employment Resource Centers. These offices are strategically placed in three of the county's economic regions. In addition, we provide services through two additional State of California Workforce Services Centers. Services delivered include job search, skills assessments, vocational training, job readiness skills, connection to employers, and assisting businesses with outreach services, recruitment efforts and retention. Understanding that increased employment opportunities enhance the quality of life for residents, WDD strives to ensure that the needs of local businesses are met by providing them with a skilled workforce; thus supporting the mission of the County.

The Workforce Investment Board (WIB) administratively oversees the programs offered through the department. The WIB's focus has been on demand industry sectors, and the Board has worked diligently with businesses to target these demand occupations and high growth industries. The WIB is composed of private business representatives, labor organizations, and public sector partners who have been appointed by the Board of Supervisors.

2009-10 SUMMARY OF BUDGET UNITS

	Appropriation	Revenue	Fund Balance	Staffing
Workforce Development	28,726,410	28,860,792	(134,382)	133

GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

GOAL 1: INCREASE EMPLOYABILITY OF COUNTY RESIDENTS THROUGH SERVICES PROVIDED.

Objective A: Maintain number of county residents receiving intensive WIA services.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
1A. Number of County resident Enrollments*	1,556	23,621	26,250	20,000	20,000

*The 2008-09 Actual reflects a significantly higher enrollment due to integrated services model implemented on July 1, 2008. The 2009-10 Estimate reflects a lower enrollment number due to enrolling only those individuals who receive intensive services effective July 1, 2009.

Status

This new objective was selected based on the role the department plays in the overall economic development strategy of the county and the Economic Development Agency. This objective was influenced by federal and state mandated performance outcomes and funding levels made available from the department's primary funding source.

In 2007-08, WDD followed a model in which customers that visited the Employment Resource Centers (ERC) and received WIA services were registered in the case management system. Only those clients who were provided supportive services or vocational classroom training were formally enrolled into WIA.

On July 1, 2008, WDD implemented an integrated services model with the California Employment Development Department (EDD) which required the department to formally enroll all individuals who visited the local ERC into WIA. The goals were to improve efficiencies in an era of declining resources and economic slowdown, improve customer service for both workers and businesses by streamlining processes, and focus on developing the skills and employment readiness of job seekers in a manner that is most responsive to business demand. As a result of this new model, as well as severe economic conditions, the number of clients enrolled into WIA increased significantly in 2008-09. WDD's target of 26,250 enrollments for 2009-10 reflected this model. However, some clients visiting the ERC sought only state unemployment benefits and declined the more comprehensive WIA services. As a result, the integrated services model with EDD was modified effective July 1, 2009 to enroll only individuals receiving WIA services. This modified model is reflected in a lower enrollment estimate for 2009-10.

The infusion of funding under the American Recovery and Reinvestment Act (ARRA) enabled WDD to provide intensive Core B WIA services to an estimated 20,000 individuals during 2009-10. ARRA funding must be fully utilized by June 30, 2010. WDD aims to continue to provide the intensive Core B WIA services to the same number of customers through its regular WIA allocations during 2010-11.

GOAL 2: INCREASE AWARENESS IN THE BUSINESS COMMUNITY OF THE SERVICES AVAILABLE THROUGH WDD.

Objective A: Increase number of businesses contacted by staff by 10%.

Objective B: Make presentations at chamber of commerce functions, job fairs and business events and coordinate business-related workshops.

2008-09 ACCOMPLISHMENTS

- ❖ Met or exceeded all federal and state performance standards under the Workforce Investment Act Adult and Youth Programs
- ❖ Conducted a series of five Business Survival Workshops which served 314 businesses
- ❖ Implemented Integrated Service Delivery model in all Employment Resource Centers
- ❖ Utilized 100% of Economic Slowdown Grant to provide vocational training to individuals laid off in the construction, mortgage and manufacturing industries
- ❖ Successfully implemented a Summer Youth Employment Program and placed over 1,800 youth at 640 worksites
- ❖ Developed customized training program at Barstow Community College to train individuals as Diesel Technicians



Business Recruitment

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
2A. Number of businesses contacted.	2,223	3,141	1,900	2,400	2,640

Status

WDD understands the challenges businesses are facing in these difficult times. In 2008-09, the Business Services unit contacted over 3,000 businesses. This number was the result of WDD holding a series of large business resource fairs. The intent of these resource fairs was to assist WDD in identifying the needs of local businesses and develop a Business Services program that would effectively address issues faced by businesses during severe economic conditions. Services provided through the program include labor market analysis, employee recruitment and training, job fairs and layoff aversion activities. WDD contacts previously served businesses and also reaches out to at least 40 new businesses per month.

In 2009-10, WDD planned a series of 27 workshops for businesses with resources to help mitigate the impact of the economic downturn. Experts conducting the workshops provide information on marketing techniques, reducing operating costs and increasing sales revenues. In 2010-11, WDD plans to continue to develop and provide workshops that are responsive to the changing economy. WDD will also participate in regional education/business collaboratives to identify the training needs of the business community.

GOAL 3: ALIGN WORKFORCE DEVELOPMENT, ECONOMIC DEVELOPMENT, EDUCATION AND FUNDING STRATEGIES TO ENHANCE THE COMPETITIVENESS OF SAN BERNARDINO COUNTY'S WORKFORCE AND SUPPORT POSITIVE ECONOMIC GROWTH.

Objective A: Participate in regular meetings of stakeholders to align strategies, policies, networks, funding sources and training services to meet the workforce demands of local businesses.

Objective B: Diversify funding sources available for demand driven training services to include sources other than WIA funding.

Objective C: Maintain the number of industry specific demand driven training programs.

MEASUREMENT	2007-08 Actual	2008-09 Actual	2009-10 Target	2009-10 Estimate	2010-11 Target
3A. Number of regular meetings of stakeholders for the purpose of aligning strategies, policies, networks, funding sources and training services to meet the workforce demands of local businesses.	4	6	6	6	6
3B. Number of new funding sources available for demand driven training services to include sources other than WIA grants from the Department of Labor.	2	5	2	4	4
3C. Number of industry specific/demand driven training programs.	4	6	4	6	6

Status

WDD understands its role to provide support to residents and businesses in San Bernardino County. The challenge WDD faces during this economic downturn emphasizes the critical need for collaboration among strategic partners. Diminishing resources make it imperative for all stakeholders to align their strategies and resources to facilitate economic growth. WDD has partnered with other counties, cities and educational institutions for a regional approach.

In 2009-10, WDD collaborated with multiple entities to diversify available funding resources. WDD entered into a Memorandum of Understanding (MOU) with the Transitional Assistance Department (TAD) to provide a Subsidized Training Employment Program utilizing CalWORKs funding. Through this program, WDD works with local businesses to employ and train up to 200 TAD customers. WDD also entered into a MOU with the Probation Department to provide job development services utilizing funding under the Juvenile Justice Grant. Additionally, WDD received new funding through the California Clean Energy Workforce Training Program to develop a Green Building and Clean Energy Pre-Apprenticeship Training Partnership with local Community College Districts. In 2010-11, WDD will continue to seek collaborations and new funding sources to provide innovative and cost-effective training services to county residents.

Throughout 2009-10, WDD worked with various entities to develop industry-specific training programs. WDD worked with Chaffey College and Kaiser Permanente to implement a program to upgrade Medical Assistants to Licensed Vocational Nurses. The department also collaborated with Loma Linda Medical Center to provide specialized training for Registered Nurses in acute pediatric care and the Manufacturers Council to provide training to upgrade the skills of their workers on new technology. WDD aims to continue providing industry-specific and demand-driven training programs to meet the needs of local employers.

2010-11 REQUESTS FOR GENERAL FUND FINANCING

The department is not requesting any additional general fund financing for 2010-11.

2010-11 PROPOSED FEE/RATE ADJUSTMENTS

The department is not requesting any proposed fee/rate adjustments for 2010-11.

If there are questions about this business plan, please contact Sandra Harmsen, Director, at (909) 387-9862.

